



Dextra

EMPLOYEE STORY



Swapnil, Business Development Manager

- Bachelor of Civil Engineering, VJTI College
- 7 years at Dextra India

“Dextra has a unique Brand which allows me to work for the world’s biggest projects.”

A progressive ramp up to Pan India responsibilities

My name is Swapnil and I am from Mumbai. I pursued my studies in Civil Engineering at VJTI College. Before joining Dextra India, I worked as a Planning Engineer and in Project Site Management. I still remember the moment I decided to join Dextra India. It was a big change and a big decision for me. I took over greater responsibilities right from the start and I was keen to make my mark through the business world of civil construction.

I started as a Sales Manager in Dextra India around early 2011. At first, I was assisting the Regional Head – West for Sales. Progressively, I took over the responsibility of Regional Head – West, taking care of entire West sales activities! I am now handling the Business Development for Pan India. My main role is to specify Dextra products and to push the Dextra name in tenders.

Knowledge sharing is essential

I got a chance to attend many training sessions at Dextra. I went to training in marketing strategy with the Dextra Sales & Marketing team in Bangkok. I also had the chance to travel to Guangzhou factory in China to learn more about our GFRP products. I really liked this international exposure and I am also responsible for some projects in Bangladesh.

Most importantly, I have the opportunity to learn a lot from my colleagues and the knowledge we share between us helps me become a better professional.

Life of a salesperson is full of surprises and my management taught me how to carefully wait for the right timing.

Connecting, Making Relationships and Providing Solutions

Overall, The greatest challenge in my job is getting relevant information from allied peers and influencing decision makers. It is a state-of-the-art combination of both technical and soft skills for construction projects!

To **connect** in my term is the connection with customers who are the owners of large civil construction projects.

Relation is to build relationships in order to create a sustainable impact to structural designers, contractors, and other key persons. Ultimately, my aim is to provide the best **solution** in order to achieve customer satisfaction.

By respecting those principles, I am very proud to have brought the first order of new Dextra products, such as Grouotec, Sonitec, Headed bars, and AAA anchors in the Indian market!

Our unique brand in the global market

We at Dextra, believe in giving solutions to customers and management always encourages us to build new relationships. With reference to projects worldwide, Dextra has a unique brand which is valued by our clients globally. This makes me very proud of being part of the group!